



WEWS

## ORDER

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Flight Dates 09/28/12-10/04/12

<u>Contract / Revision</u>	<u>300767</u>	/	<u>NRCC IE 2012</u>	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Agency Com</u> 15%	<u>Estimate #</u>	<b>2601 - TV Sep 28-Oct 4</b>	
	06/15/12	10/08/12	<u>Billing Contact</u>	<u>Alt Order #</u>		
<u>Advertiser</u>	<b>NRCC IE</b>		<b>815 Slaters Lane</b>	<u>Billing Type</u>	Cash	
			<b>Alexandria, VA 22314</b>	<u>Order Type</u>	GENERAL	
<u>Agency</u>	<b>National Media Inc</b>			<u>Billing Cycle</u>	EOM/EOC	
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Billing Calendar</u>	BROADCAST	
<b>815 Slaters Lane</b>			<u>Sales Region</u> NAT	<u>Demographic</u>	A35-64	
<b>Alexandria, VA 22314</b>			<u>Agency Ref</u>	<u>Rev Codes</u>	POL	POL
				<u>Product Codes</u>	PL	PARTY
				<u>Priority</u>	P-1	
				<u>Advertiser Ref</u>		

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBNX	%		
WDLI	%		
WEAO	%		
WGNN	%		
WJW	%		
WKYC	%		
WMFD	%		
WOAC	%		
WOIO	%		
WQHS	%		
WUAB	%		
WVIZ	%		
WVPX	%		

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	7	\$21,590.00	\$25,400.00	0.00	08/27/12	09/30/12	7	\$21,590.00	\$25,400.00
October 2012	25	\$24,395.00	\$28,700.00	0.00	10/01/12	10/04/12	25	\$24,395.00	\$28,700.00
Totals	32	\$45,985.00	\$54,100.00	0.00					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
N 1	WEWS	09/28/12	10/04/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM		5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----F--		1	\$550.00			0.00						
		Week: 10/01/12	10/07/12	MTWT---		4	\$550.00			0.00						
N 2	WEWS	09/28/12	10/04/12		CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM		5	\$3,000.00



<u>Contract / Revision</u>		<b>300767</b>	<u>Flight Dates</u> <b>09/28/12-10/04/12</b>			<u>Hiatus Dates</u>					
<u>Original Date / Revision</u>		06/15/12/ 10/08/12				<u>Order Sep</u> 00:20:00					
<u>Advertiser</u>		<u>Product</u> <b>NRCC IE 2012</b>			<u>Estimate #</u> <b>2601 - TV Sep 28-Oct 4</b>						
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Totals			
								Spots Rate Pri Rtg Type Spots Amount			
N 3	WEWS	09/28/12	10/04/12	M-F GMA 7-9a M-F GMA 7-9a	CM	9-10a	MTWTF--	:30 2 \$550.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$600.00	0.00			
Week:	10/01/12	10/07/12	MTWT---			4	\$600.00	0.00			
N 4	WEWS	09/28/12	10/04/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30 3 \$2,000.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$550.00	0.00			
Week:	10/01/12	10/07/12	M-W----			2	\$550.00	0.00			
N 5	WEWS	09/29/12	09/29/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30 1 \$1,300.00 P-1 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----S-			1	\$1,300.00	0.00			
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length	Rate	Rtg	Type
1	WEWS	09/24/12-09/30/12	SA 7-8p Rotation		7-8p		-----Sa-	:30	(\$1,300.00)	0.00	NM
See MG 10.4, 10.5 [7-8p is Ohio State post game show]											
N 6	WEWS	09/28/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30 3 \$1,000.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00			
Week:	10/01/12	10/07/12	MT-T---			3	\$1,000.00	0.00			
N 7	WEWS	09/28/12	10/04/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30 2 \$1,000.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$1,000.00	0.00			
Week:	10/01/12	10/07/12	MTWT---			4	\$1,000.00	0.00			
N 8	WEWS	09/29/12	09/29/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30 1 \$20,000.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----S-			1	\$20,000.00	0.00			
N 9	WEWS	09/28/12	10/04/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30 4 \$2,400.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	-----			0	\$0.00	0.00			
Week:	10/01/12	10/07/12	MTWT---			4	\$2,400.00	0.00			
N 10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Night M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30 3 \$900.00 P-2 0.00 NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	09/24/12	09/30/12	----F--			1	\$900.00	0.00			



WEWS

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Contract / Revision 300767 Flight Dates 09/28/12-10/04/12Hiatus DatesOriginal Date / Revision 06/15/12/ 10/08/12Order Sep 00:20:00Advertiser NRCC IEProduct NRCC IE 2012Estimate # 2601 - TV Sep 28-Oct 4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Nightline		1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$3,100.00
M-F 1135p-1202a Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----F--		1	\$900.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/24/12-09/30/12		M-F 1135p-1202a Nightline		1135p-1207x			-----F----	:30	(\$900.00)	0.00	NM		
See MG 10.4,10.5 [na]															
4	WEWS	10/01/12-10/04/12		M-F 5-6p News		5-6p			MTWTh----	:30	\$1,500.00	0.00	NM		
		(M)	MG for 10.1,5.1												
5	WEWS	09/24/12-09/30/12		Sa 6a-8a News		6-8a			-----Sa--	:30	\$700.00	0.00	NM		
		(M)	MG for 10.1,5.1												
		Week: 10/01/12	10/07/12	- T- T---		2	\$900.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/01/12-10/07/12		M-F 1135p-1202a Nightline		1135p-1207x			- T- Th----	:30	(\$900.00)	0.00	NM		
Credited [Flight ended. Adding +\$900 to est 2602. ]															
														<u>Totals</u>	32 \$54,100.00